

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Jonathan (nmi) Ellenberg, et al.  
Serial No.: 09/624,439  
Filing Date: July 24, 2000  
Art Unit: 3696  
Confirmation No.: 5413  
Examiner: Daniel S. Felten  
Title: *A SYSTEM AND METHOD FOR CONDUCTING  
A CUSTOMER AFFINITY PROGRAM AUCTION*

**MAIL STOP AMENDMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**RESPONSE PURSUANT TO 37 C.F.R. § 1.111**

In response to the Office Action dated September 4, 2008, Applicants respectfully request the Examiner to reconsider the rejection of the claims in view of the comments as set forth below.